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PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Field Sales Force **DATE:** October 7, 1993

FROM: M.E. Szymanczyk

SUBJECT: **Marlboro Display Drive**

Your efforts on Marlboro and the PRP continue to payoff as Marlboro volume continues to move at accelerated rates. Marlboro's new low price, unprecedented levels of POS and price call out have positioned Marlboro for continued growth in the months ahead.

In spite of this good news on Marlboro, an opportunity does exist that if not addressed will take away from Marlboro's potential. Specifically, retailer ordering has not kept up with Marlboro's growth and as a result we are experiencing significantly low levels of retail inventory and high levels of out of stocks on many key packings. As communicated on my Octel message you must work with each of your retailers to insure they understand the problem and physically change their ordering guide to meet the higher levels of consumer demand on Marlboro.

The attached letter has been sent to all retail accounts apprising them of the current situation and enlisting their support.

In an effort to bring even greater focus to this issue and reward retailers for their support of Marlboro inventory and visibility, we will offer a Marlboro Display Drive Program. This program rewards retailers for increasing retail inventory of Marlboro, adjusting their ordering guide and securing an incremental display location of Marlboro for two weeks. Refer to the attached materials for details. Remember, Marlboro is back on the leadership track and we must work to keep it there.

Good selling.

Attachment

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